

We claim:

1. A baking mixture for baking non-perishable baked goods made from flours and/or starches, said baked goods being deformed after the baking step in the still plastic state or in the state which has become plastic again by reheating, comprising erythritol and/or xylitol as partial or complete sugar replacement, the content of erythritol and/or xylitol when the sugar is completely replaced being from 12 to 55% by weight, based on the total of flour and starch.
2. The baking mixture of claim 1, wherein said baked goods are wafer rolls and the content of erythritol and/or xylitol when the sugar is completely replaced is from 20 to 55% by weight, based on the total of flour and starch.
3. The baking mixture of claim 1, wherein said baked goods are rolled wafer cones and the content of erythritol and/or xylitol when the sugar is completely replaced is from 12 to 35% by weight, based on the total of flour and starch.
4. The baking mixture of claim 1, wherein said baked goods are rolled wafers.
5. The baking mixture of claim 1, wherein said baked goods are deep-drawn shaped bodies and the content of erythritol

and/or xylitol when the sugar is completely replaced is from 15 to 55% by weight, based on the total of flour and starch.

6. A baking mixture for baking non-perishable baked goods made from flours and/or starches, said baked goods being deformable at an elevated temperature and characterized by a brittle and crispy texture at room temperature and a diminished level of sweetness, comprising, in weight per cent of the total quantity of flour and starch,

70-150% of water,

0-67% of a sugar,

and an effective plasticizing amount of at least one aliphatic polyol having four to five carbon atoms and an alcoholic hydroxyl group linked to each carbon atom.

7. The baking mixture of claim 6, wherein the weight per cent of sugar is 0.

8. The baking mixture of claim 6, wherein said aliphatic polyol is selected from the group consisting of erythritol and xylitol.

9. The baking mixture of claim 7, wherein the weight per cent of said polyol is in the range from 12 to 55.

10. The baking mixture of claim 6, wherein the weight per cent of said sugar is in the range from 20 to 45 and the weight per cent of said polyol is in the range from 5 to 18.

11. Non-perishable baked goods made from flours and/or starches, said baked goods being deformable at an elevated temperature and characterized by a brittle and crispy texture at room temperature and a diminished level of sweetness, comprising, in weight per cent of the total quantity of flour and starch,

water in an amount not exceeding 10%,

0-67% of a sugar,

and an effective plasticizing amount of at least one aliphatic polyol having four to five carbon atoms and an alcoholic hydroxyl group linked to each carbon atom.

12. The baked goods of claim 11, wherein the amount of water does not exceed 3%.

13. The baked goods of claim 11, wherein the weight per cent of sugar is 0.

14. The baked goods of claim 11, wherein said aliphatic polyol is selected from the group consisting of erythritol and xylitol.

15. The baked goods of claim 13, wherein the weight per cent of said polyol is in the range from 12 to 55.

16. The baked goods of claim 11, wherein the weight per cent of said sugar is in the range from 20 to 45 and the weight per cent of said polyol is in the range from 5 to 18.

17. The baked goods of claim 13 having a neutral taste.

18. The baked goods of claim 13 selected from the group consisting of wafer rolls, rolled wafer cones, rolled wafers, and deep-drawn shaped bodies.

19. The baked goods of claim 11 made from starches without flour.

20. A method of producing non-perishable baked goods made from flours and/or starches, said baked goods being deformable at an elevated temperature and characterized by a

brittle and crispy texture at room temperature and a diminished level of sweetness, comprising the steps of

mixing water with an aliphatic polyol having four to five carbon atoms and an alcoholic hydroxyl group on each carbon atom, sugar and other minor components when present, and flour and/or starch, thus affording a baking mixture;

metering the baking mixture into a heated baking vessel and baking to a residual water content of maximum 10 percent by weight, thus affording a hot baked product;

removing said hot baked product from the baking vessel and while still hot or when reheated after an intervening cooling stage, shaping said product by wrapping, rolling, deep-drawing, pressing, embossing, stamping, bending, or folding;

and fixing the shape of said product by cooling to solidify the plasticizing polyol and sugar when present.

21. The method of claim 20, wherein the amount of water does not exceed 3%.

22. The method of claim 20, wherein the weight per cent of sugar is 0.

23. The method of claim 20, wherein said aliphatic polyol is selected from the group consisting of erythritol and xylitol.

24. The method of claim 22, wherein the weight per cent of said polyol is in the range from 12 to 55.

25. The method of claim 20, wherein the weight per cent of said sugar is in the range from 20 to 45 and the weight per cent of said polyol is in the range from 5 to 18.

26. The method of claim 20, wherein said baking mixture is baked at a temperature in the range of 140°C to 230°C.

27. The method of claim 20, wherein said hot product is shaped by wrapping, rolling, pressing, stamping, embossing, bending, folding, or deep-drawing.